

## Message Text

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ACTION EUR-08

INFO OCT-01 SS-14 ISO-00 CPR-01 PRS-01 /025 W  
-----042220Z 027565 /63/12

R 040800Z MAR 77  
FM AMEMBASSY ROME  
TO SECSTATE WASHDC 3119  
INFO USIA WASHDC

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LIMDIS

C O R R E C T E D C O P Y (TEXT PARA 2)

FOR: EUR/AMBASSADOR-DESIGNATE GARDNER; IEU

E.O. 11652: N/A  
TAGS: PDIP, SOPN, IT  
SUBJECT: ARRIVAL OF AMBASSADOR: PRESS

IN PLANNING PUBLIC AFFAIRS ASPECTS OF THE AMBASSADOR'S  
ARRIVAL, SEVERAL FACTORS MUST BE CONSIDERED:

1. THERE WAS A GOOD DEAL OF MEDIA ATTENTION TO THE PRESIDENT'S  
NOMINATION OF THE NEW AMBASSADOR TO ITALY--NEWS, FEATURES,  
AND EDITORIALS. IDENTITY AND QUALIFICATIONS HAVE BEEN QUITE  
CLEARLY ESTABLISHED.
2. THE IMAGE OF AMBASSADOR GARDNER THAT HAS BEEN CREATED BY THE  
ITALIAN MEDIA CONTAINS A FAIRLY HIGH DEGREE OF EXPECTANCY:  
MEDIA (AND POLITICAL) OBSERVERS WILL BE LOOKING FOR SIGNS  
INDICATING SUBSTANTIVE POLICY CHANGES, ETC., AND NO DOUBT  
ENTERPRISING REPORTERS WILL TRY TO ELICIT (EVEN AT PLANESIDE)  
COMMENTS THAT CAN BE TURNED INTO HEADLINES.

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3. FROM THE GOI VIEWPOINT, THE AMBASSADOR-WILL BE  
MET AT THE AIRPORT BY A REPRESENTATIVE OF THE PROTOCOL  
OFFICE, AND THE GENERAL EXPECTATION IS THAT ARRIVING  
AMBASSADORS KEEP A RATHER LOW PROFILE, UNTIL CREDENTIALS  
ARE PRESENTED.

4. WITH THESE FACTORS IN MIND, WE RECOMMEND THAT FOR THE

ARRIVAL WE AIM AT MODERATE MEDIA COVERAGE WHICH WILL ESTABLISH THE PRESENCE OF THE NEW AMBASSADOR, EMPHASIZE THE HUMAN ANGLES SURROUNDING FAMILY AND PERSONAL TIES WITH ITALY, PLUS PROFESSIONAL QUALIFICATIONS--BUT AVOID ANY UNCONTROLLED AIRPORT EXCHANGES WHICH COULD RESULT IN MORE MEDIA ATTENTION THAN DESIRED, OR EVEN IN UNNECESSARY SPECULATION OR POLEMICS.

5. PER GARDNER-AMERSON CONVERSATIONS IN WASHINGTON, WE HAVE PREPARED A BRIEF DRAFT ARRIVAL STATEMENT. SUGGESTED TREATMENT:

(A) THE AMBASSADOR MIGHT WISH TO PARAPHRASE OR MEMORIZE PORTIONS OF AN ARRIVAL STATEMENT, IN ITALIAN, TO RESPOND IN A VERY INFORMAL MANNER TO REPORTERS WHO MAY REQUEST APPROPRIATE REMARKS AT THE AIRPORT: AND

(B) THE FULL PREPARED STATEMENT/SHOULD BE RELEASED TO THE MEDIA IN FORMAL AND COMPLETE FORM AFTER ARRIVAL, TO FACILITATE ACCURATE PROMULGATION.

(THE QUESTION OF SUBSEQUENT PRESS RELATIONS, PRESS CONFERENCES AND OTHER MEDIA AND PUBLIC AFFAIRS CONTACTS WILL BE TREATED IN A SEPARATE MESSAGE).

6. A SUGGESTED DRAFT ARRIVAL STATEMENT FOLLOWS:

IT IS A GREAT HONOR FOR ME TO RETURN TO ROME AS MY COUNTRY'S AMBASSADOR TO THE REPUBLIC OF ITALY.  
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MY FAMILY AND I ARE LOOKING FORWARD, WITH SPECIAL PLEASURE, TO OUR STAY IN MY WIFE'S NATIVE LAND. OVER THE YEARS, IN OUR ANNUAL VISITS, WE HAVE DEVELOPED A DEEP, PERSONAL AFFECTION FOR THE ITALIAN PEOPLE, YOUR CITIES AND YOUR COUNTRYSIDE. AT HOME, OUR CHILDREN ALSO SPEAK ITALIAN, AND WE SHARE A PROFOUND APPRECIATION OF THE RICH ITALIAN HERITAGE--A HERITAGE THAT, IN A SENSE, HAS MADE ALL WESTERNERS THE CULTURAL CHILDREN OF ITALY.

I ASSUME MY DUTIES HERE ONLY A FEW WEEKS AFTER VICE PRESIDENT MONDALE'S VISIT TO ROME RE-EMPHASIZED, ON BEHALF OF PRESIDENT CARTER'S NEW ADMINISTRATION, THE MUTUAL VALUES AND THE BONDS OF FRIENDSHIP BETWEEN OUR TWO COUNTRIES. WE ARE DEEPLY AWARE OF ITALY'S CRUCIAL ROLE IN THE ATLANTIC ALLIANCE. WE REAFFIRM THE COMMITMENT OF THE UNITED STATES TO PURSUE A POLICY OF CLOSE CONSULTATIONS WITH ITALY AND ALL OF OUR ALLIES. WE REAFFIRM OUR COMMITMENT TO UNIVERSAL OBJECTIVES; TO WORLD PEACE, TO A BETTER LIFE FOR EVERYONE,

TO TRUE DEMOCRATIC FREEDOMS, TO HUMAN RIGHTS.

IT IS A PRIVILEGE TO BE THE OFFICIAL TO REPRESENT THE GOVERNMENT AND THE PEOPLE OF THE UNITED STATES IN ITALY. WE ARE SIMPLY DELIGHTED TO BE HERE.

7. ITALIAN VERSION:

E' PER ME UN GRANDE ONORE TORNARE A ROMA COME AMBASCIATORE DEL MIO PAESE PRESSO LA REPUBBLICA ITALIANA.

LA MIA FAMIGLIA ED IO GUARDIAMO, CON UN PIACERE E CON UN INTERESSE DEL TUTTO PARTICOLARI, AL NOSTRO SOGGIORNO NELLA TERRA NATALE DI MIA MOGLIE. NEL CORSO DEGLI ANNI, DURANTE LE NOSTRE PERIODICHE VISITE, CI SIAMO PROFONDAMENTE AFFEZIONATI AGLI ITALIANI, ALLE VOSTRE CITTA' ED ALLE BELLEZZE NATURALI DEL VOSTRO PAESE. A CASA, ANCHE

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I NOSTRI FIGLI PARLANO L'ITALIANO, E NOI TUTTI AMMIRIAMO PROFONDAMENTE IL VOSTRO RICCO PATRIMONIO CULTURALE, UN RETAGGIO CHE, IN UN CERTO SENSO, CI RENDE TUTTI NOI OCCIDENTALI "FIGLI SPIRITUALI DELLA CULTURA ITALIANA."

ASSUMO LE MIE FUNZIONI IN ITALIA A POCHE SETTIMANE DI DISTANZA DALLA VISITA A ROMA DEL VICE PRESIDENTE MONDALE; QUESTA VISITA HA INTESO SOTTOLINEARE, A NOME DELL'AMMINISTRAZIONE DEL PRESIDENTE CARTER, I COMUNI VALORI ED I LEGAMI DI AMICIZIA ESISTENTI TRA I NOSTRI DUE PAESI.

SIAMO PROFONDAMENTE CONSAPEVOLI CHE L'ITALIA HA UN RUOLO CRUCIALE NELL'ALLEANZA ATLANTICA. RIAfferMIAMO L'IMPEGNO DEGLI STATI UNITI A SEGUIRE UNA POLITICA DI STRETTE CONSULTAZIONI CON L'ITALIA E CON TUTTI I NOSTRI ALLEATI. SIAMO IMPEGNATI A PERSEGUIRE OBIETTIVI UNIVERSALI QUALI LA PACE NEL MONDO, UNA VITA MIGLIORE PER TUTTI, LE VERE LIBERTA' DEMOCRATICHE, I DIRITTI UMANI.

E' PER ME UN PRIVILEGIO RAPPRESENTARE UFFICIALMENTE IN ITALIA IL GOVERNO ED IL POPOLO DEGLI STATI UNITI D'AMERICA. SIAMO VERAMENTE LIETI DI ESSERE QUI.

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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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